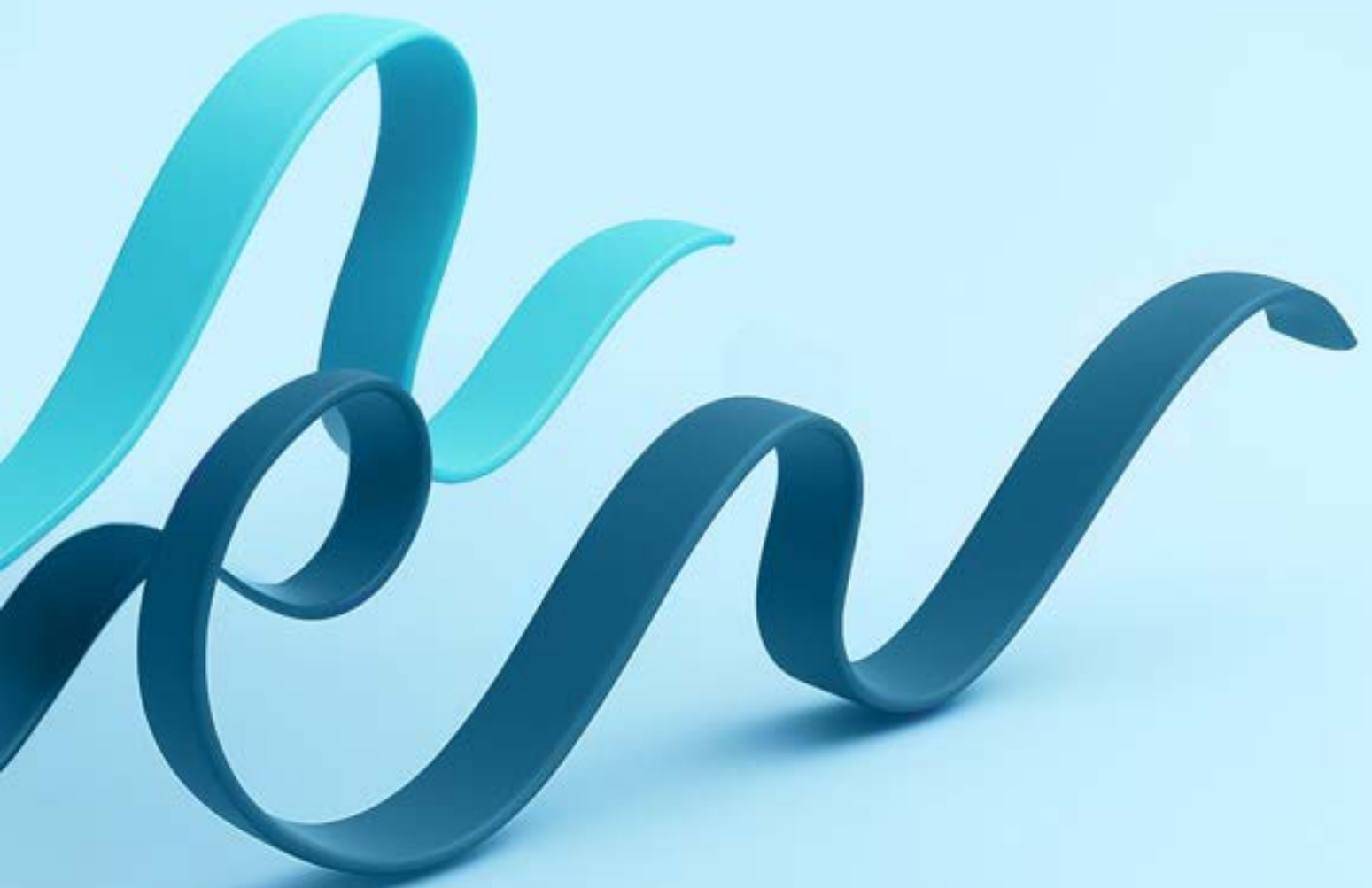




The Search Data Playbook



Bookings Tell You the Past,
Search Data Tells You The Future.



Every booking starts with a search. Beyond is the only platform that shows you demand before it becomes revenue, giving operators the foresight to act, not just react.



Executive Summary

Revenue managers are used to working with lagging indicators: bookings, occupancy, and revenue. These metrics are essential, but they only describe what has already happened. By the time a booking appears in your property management system (PMS), the market has already moved.

Search Activity Changes The Game.

Searches are the earliest signal of intent in short-term rentals. They reveal where demand is building before it converts into bookings. This allows operators to move from reactive to proactive, enabling them to:

- Capture higher average daily rates (ADR) before competitors react.
- Protect margins instead of relying on late-stage discounts.
- Diagnose whether slow performance is due to price or conversion friction.



**Search Data sees
the market before
it happens.**



With Beyond's Search Data, you get access to these leading demand signals and the ability to act with foresight. This is not just another data layer; it is a shift in how revenue is managed.



Core Takeaway

Search insights are not a nice-to-have, they are the difference between chasing the market and controlling it.



Completing the Revenue Picture

Revenue managers already work with two main data sets:

- **Bookings** - confirmed reservations, showing what has already happened.
- **Market data** - competitor pricing and occupancy, showing how you compare today.

But one piece has always been missing: **what is about to happen.**

Search data fills that gap. It shows intent before it becomes a booking, giving operators a forward-looking layer that has never been visible before.



PAST

PRESENT

FUTURE

**Together they
create a complete
revenue picture.**



When you bring all three layers together, you get a complete view of demand:

- **Past:** Bookings tell you history.
- **Present:** Market data shows competitive context.
- **Future:** Search insights reveal demand before it converts.

This three-part view transforms revenue management from reactive to proactive. With Beyond, these layers are integrated into a single workflow, so price recommendations and portfolio strategies are informed by all three.



Core Takeaway

Revenue management is strongest when past, present, and future signals are connected.



The Three Scenarios of Search Data

Search activity is not random, it follows patterns that reveal how the market is behaving before bookings appear. By watching how searches and bookings move together or apart, you can diagnose what is happening and decide the right response.

There are three common scenarios:

- **High Search / Low Bookings → Conversion Leak**

Travellers are looking, but they are not booking you. This points to restrictions, policies, or listing health issues that are blocking conversion.

- **High Search / High Bookings → Compression**

Demand is spiking and converting quickly, the market is heating up, and this is the moment to capture maximum value and protect your inventory.

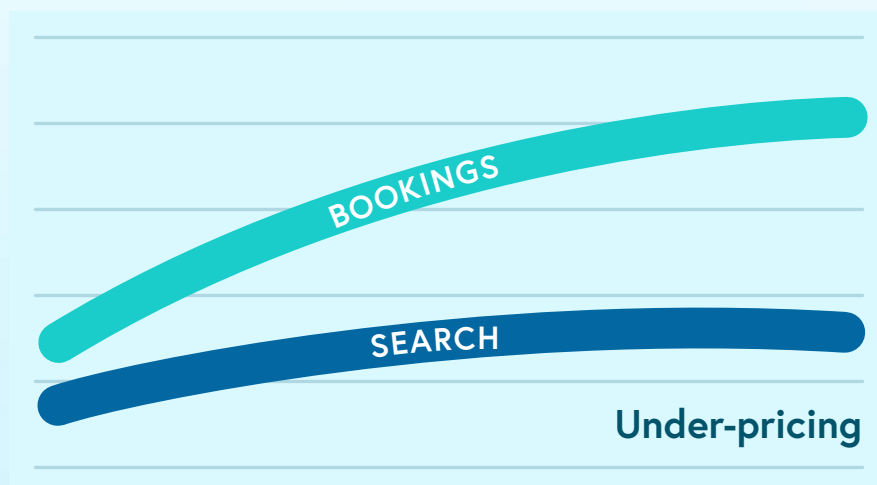
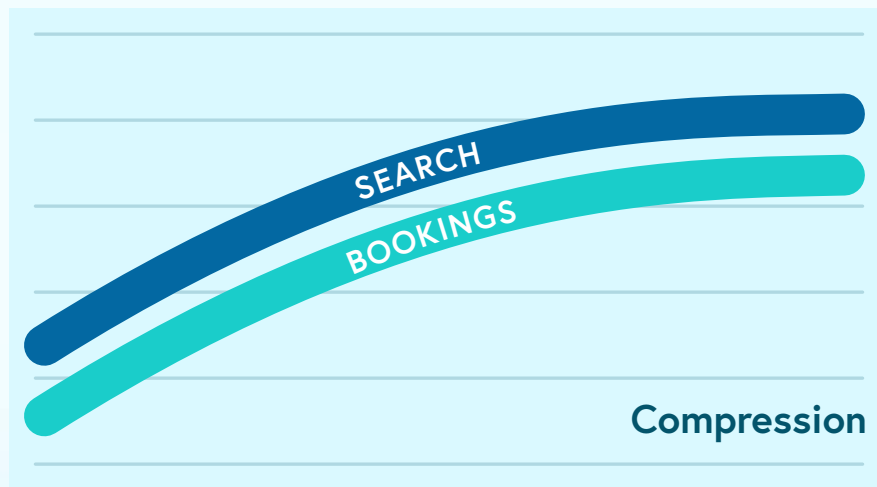
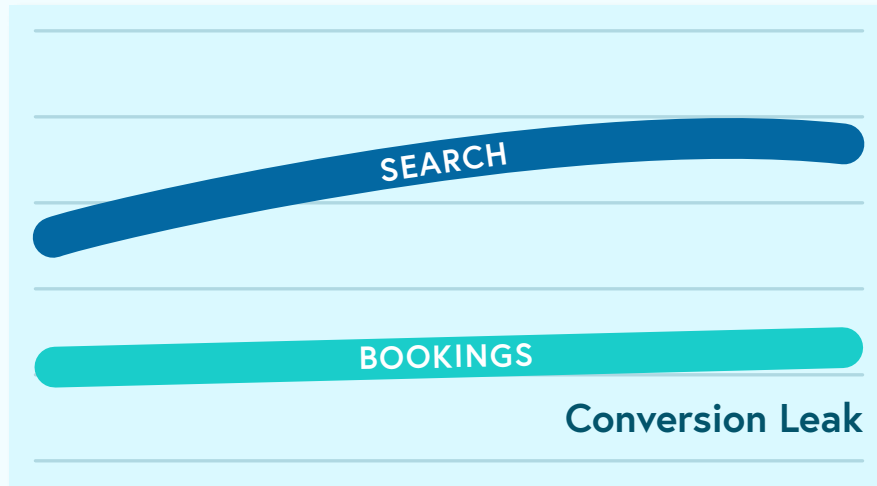
- **Low Search / Steady Bookings → Under-pricing**

You are selling too soon and too cheaply. Demand is not yet there, but low rates are pulling bookings forward and capping future yield.

Why It Matters:

These scenarios act like a diagnostic framework, they simplify search signals into patterns that can be read quickly, so you can understand whether the issue is conversion, compression, or under-pricing, and then run the right play.

How Search and Bookings Move Together





SCENARIO 1

High Search / Low Bookings (Conversion Leak)

Signals You Will See in Beyond:

- Search activity spiking well above the market baseline.
- Bookings flat or underperforming compared to those search trends.

What It Means: Demand Exists But Bookings Do Not

This is a conversion leak. Travellers are actively searching in your market, but something is blocking them from booking you. In most cases, the issue is not price, it is friction.

Typical causes:

- Search activity spiking well above the market baseline.
- **Restrictions** - Minimum stays or fixed changeovers that don't match guest behaviour.
- **Policies and fees** - cleaning charges, pet fees, or strict cancellation terms discouraging conversion.
- **Listing health** - Low review scores, dated photography, or uncompetitive descriptions.



How Beyond Responds:

Beyond's pricing recommendations usually remain stable here because the problem is not rate sensitivity. The system is signalling that something other than price is limiting bookings.

Your Role As An Operator:

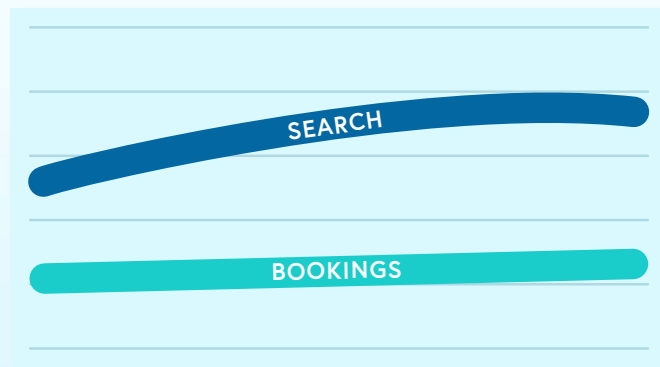
- Audit restrictions, do your stay rules align with the way guests are searching?
- Review policies and fees, remove or adjust friction points where possible.
- Improve listing health, update photos, encourage reviews, and respond quickly to inquiries.
- Revisit pricing once fixes are made. Beyond will automatically adjust rate recommendations once restrictions or health issues are resolved.

Pro Tip:

Never discount into a leak. Beyond is already pricing correctly, the opportunity is to unblock conversion.

Mini Case Study:

In Lisbon, searches for Easter weekend rose 140%, but bookings for many apartments stayed flat. Properties with strict 5-night minimums were passed over. Operators who reduced to 3-night stays captured demand early at healthy ADRs, while others were forced to discount later.



☒ Checklist: Restrictions → Policies → Listing → Price

☒ Metrics: Searches ↑ 140% | ADR stable | Late movers discounted -20%



SCENARIO 2

High Search / High Bookings (Compression)

Signals You Will See in Beyond:

- Search activity is surging well above the norm.
- Bookings are rising strongly in parallel.
- Pace is significantly ahead of historical patterns.

What It Means: When the Market Heats Up, Move with Confidence

This is compression. Demand is both high and converting quickly, guests are less price-sensitive and are focused on securing availability. Compression often occurs around seasonal peaks, local events, or external shocks (such as travel disruptions).

How Beyond Responds:

- Beyond's pricing engine automatically pushes ADR upward as search and booking activity accelerates.
- The system ensures rates rise in step with demand to protect yield.



Your Role As An Operator:

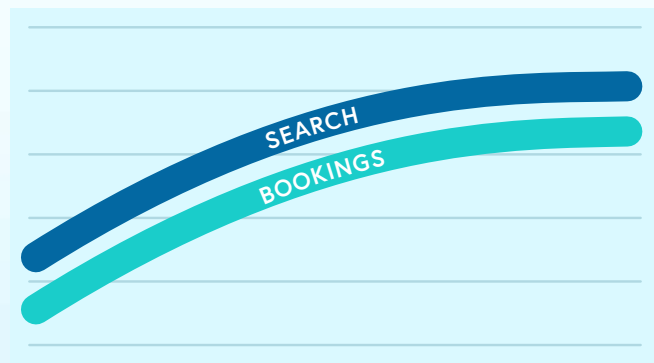
- Review restrictions, adjust min stays to favour longer, more profitable bookings.
- Protect inventory, avoid unnecessary discounts or promotions; compression is not the time to incentivise.
- Channel strategy, prioritise direct bookings or channels with lower commission costs.
- Upsell premium options, use direct comms to highlight upgrades or value-adds.

Pro Tip:

Compression is when margins are won. Beyond manages pricing, your job is to protect and prioritise the right bookings.

Mini Case Study:

In Edinburgh, searches for Fringe Festival weeks rose 180% year-on-year. Operators using Beyond saw ADR recommendations climb steadily as demand built. Those who aligned restrictions and prioritised direct channels achieved a **+15% Revenue per available night (RevPAN) uplift**, while competitors who left restrictions unchanged sold out earlier at lower margins.



 **Heatmap:** Showing intensity in short lead times

 **Metrics:** Searches ↑ 180% | ADR ↑ steadily | RevPAN ↑ 15%



SCENARIO 3

Low Search / Steady Bookings (Under-pricing)

Signals You Will See in Beyond:

- Search activity flat or below the market baseline.
- Bookings continuing to tick upward.
- You're pacing significantly ahead of market norms.

What It Means: Selling Too Soon, Too Cheaply

This is under-pricing. Guests are not actively searching in large numbers, but your rates are low enough to pull bookings forward. While this can feel positive, it usually caps yield and erodes future margins, and premium dates are sold at the wrong price.

How Beyond Responds:

- Beyond's pricing engine will gradually push rates upward if it detects bookings outpacing search demand.
- The system helps slow the pace to preserve high-value nights.



Your Role As An Operator:

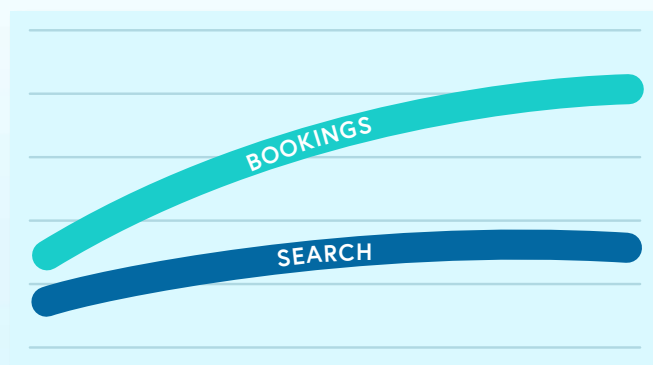
- Monitor pacing vs the market, check whether your pickup is materially ahead of peers.
- Protect premium dates, apply booking window restrictions to hold back high-demand periods (holidays, school breaks, events).
- Shift demand to shoulders, use stay rules to link short-demand nights to high-demand ones (e.g., Fri–Sat linked with Sun).
- Trust the system's upward adjustments. Beyond is already lifting ADR; your role is to support with restrictions that align supply and demand.

Pro Tip:

If bookings are arriving before searches, it isn't success, it's a signal you are too cheap. Beyond adjusts rates; your job is to hold back inventory.

Mini Case Study:

In Cornwall, searches for October half-term were flat in June, but family cottages filled early at £150 ADR. Beyond flagged under-pricing and recommended increases, operators who supported with booking-window rules and trusted higher ADRs sold closer to stay date at £180, delivering a +20% ADR uplift.



⚠ Warning: Filling too early!

📊 Metrics: ADR £150 vs £180 | +20% ADR for later sellers



Advanced Play: The Search-to-Book Ratio

A New KPI For Revenue Managers

The Search-to-Book Ratio (S:B Ratio) measures how well market intent is converting into reservations. It compares the volume of searches to the number of bookings for the same period.

$$\text{S:B Ratio} = \frac{\text{Search Volume}}{\text{Booking Volume}}$$

How To Read It:

- **High ratio** → Lots of searches, few bookings, likely a conversion leak.
- **Balanced ratio** → Demand is converting healthily.
- **Low ratio** → Bookings are arriving ahead of demand, likely under-pricing.

How Beyond Responds:

- Beyond tracks both searches and bookings, allowing the ratio to be surfaced in dashboards.
- The system adjusts pricing accordingly, while flagging scenarios where conversion should be reviewed.



Your Role As An Operator:

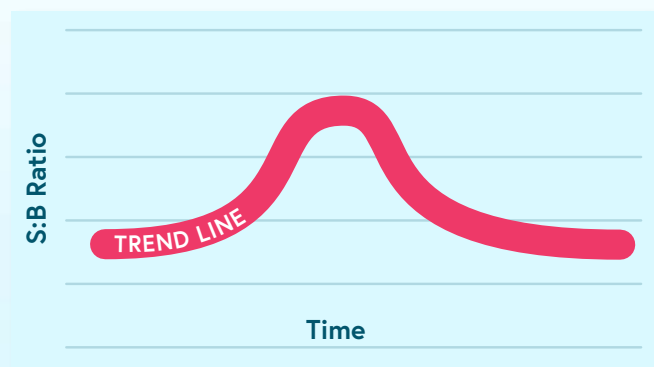
- Use the ratio as a weekly health check.
- When the ratio looks wrong, ask:
"Is this a price issue, or a conversion issue?"
- Layer in restrictions, listing improvements, or channel strategy alongside Beyond's pricing adjustments.

Pro Tip:

The Search-to-Book Ratio is market sentiment in real time, only Beyond can give you this view.

Mini Case Study:

In Barcelona, the S:B Ratio for early September weekends reached 40:1, a sign of conversion leaks. Beyond held pricing steady, operators who reviewed restrictions (changing 4-night minimums to 2) saw bookings accelerate without discounting.



⚠️ Beyond Exclusive: Search-to-Book Ratio

📊 Metrics: Search Volume = 1,200 | Bookings = 60 | Ratio = 20:1



Four Questions to Ask When Reading Search Data

Search data is powerful, but only if you know what questions to ask of it. The best operators don't just look at volume, they interrogate the patterns.

1. Are searches arriving earlier or later than usual? (Lead Time Dynamics)

- Is demand building in its normal booking window, or has it shifted?
- Example: Weekend demand usually spikes 45 days out, If searches are peaking 120 days out, that signals early compression.

Ask: "Is the timing of search signals normal, early, or late compared to expectation?"

2. What kind of stays are people searching for? (Quality vs Quantity)

- Are guests looking for short vs long stays, weekends vs weekdays, couple's vs families?
- If the majority of searches don't align with your restrictions, bookings won't flow.

Ask: "Does my minimum stay, changeover, or property type match the search behaviour I see?"



3. Is my performance in line with the market? (Benchmarking)

- Is everyone seeing high search but low bookings, or is it just me?
- If the whole market is soft, don't discount too early. If it's only your property, check conversion barriers.

Ask: "Is this signal a market-wide trend, or a property-specific problem?"

4. Do search spikes point to an event or shock? (Early Warning System)

- Search surges often precede concerts, sporting events, school holidays, or transport issues.
- If you see a sudden spike, investigate the cause and adjust strategy before bookings surge.

Ask: "What external factor could explain this search activity, and how should I prepare?"



Core Takeaway

Search insights are not just about "more or less demand." They are diagnostic tools. By asking the right questions, about timing, type, benchmarking, and triggers, you can turn search into a practical forecasting system.



**Lead Time
Dynamics**

**Quality vs
Quantity**

Benchmarking

**Early Warning
System**

**Search is data.
The right questions
make it intelligence.**



Case Studies

How Search Data Revealed Opportunity Weeks Before Bookings Surged

In late spring, searches for a June weekend in York rose by more than 250% compared to the prior year. Yet bookings across the market stayed flat for almost two weeks.

Operators who recognised the signal acted early:

- Relaxed 3-night minimums to allow 2-night stays.
- Ensured listings were up to date with refreshed photography and clear cancellation policies.
- Held steady on pricing, resisting the urge to discount.

When bookings finally surged, these operators had already captured the early wave of profitable demand. Instead of chasing the market later with discounts, they sold at stronger ADRs and secured higher-value direct bookings.

Results:

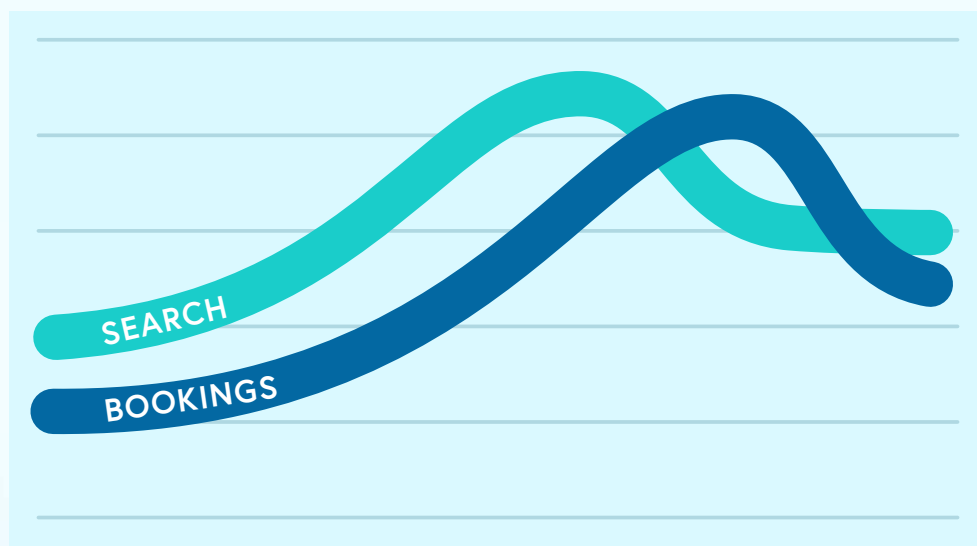
- **+12% ADR uplift** versus peers who discounted late.
- Faster pacing into the stay date.
- Less reliance on last-minute promotions.



Core Takeaway



Search activity was the leading signal. Bookings were the lagging confirmation; by acting on the signal, operators created revenue instead of waiting for it.



 **Insight:** Search spike detected 2 weeks before bookings moved

 **Metrics:** +12% ADR uplift for proactive operators



When Search Data Signalled an Event Weeks Before Bookings Moved

In Liverpool, searches for a mid-July weekend spiked by 300% in a single week. Bookings, however, remained flat across the market.

Operators who monitored the data quickly linked the surge to a major stadium concert announced that week. The search activity acted as an early warning system, proof that demand was forming well before guests were ready to book.

Proactive Operators:

- Protected premium inventory by holding back one-night stays.
- Increased ADR gradually in anticipation of stronger demand.
- Used direct marketing to promote availability for the weekend.

Reactive Operators:

- Assumed it was normal search noise and kept restrictions unchanged.
- Only adjusted pricing once bookings began to flow, by which time most prime inventory was already gone.

Results:

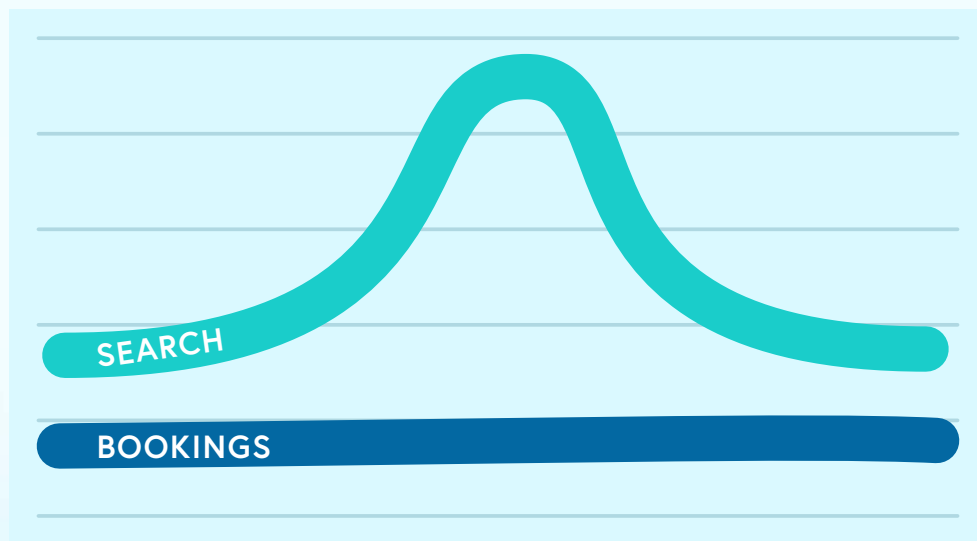
- Proactive operators achieved **+15% RevPAN uplift**.
- They secured higher-value stays at stronger ADRs, while competitors sold out early at lower rates.



Core Takeaway



Search spikes act as an early radar for events and anomalies. Recognising them early gives operators a critical advantage, protecting inventory, optimising ADR, and targeting demand before the market reacts.



 **Insight: +300% search activity, bookings flat**

 **Metrics: +15% RevPAN uplift for proactive operators**



Workflow: How to Use Search Every Week

Turning Search Into a Weekly Revenue Ritual

Search data is most powerful when it becomes part of your routine. The goal is not to check it once in a while, but to build a consistent loop where insights lead to action.

The 4-Step Loop:

➤ Monitor

- Review search activity at both the property and market levels.
- Focus on spikes, anomalies, or lead time shifts.

➤ Diagnose

- Apply the three scenarios framework: Conversion Leak, Compression, or Under-pricing.
- Use the Search-to-Book Ratio as a quick health check.

➤ Act

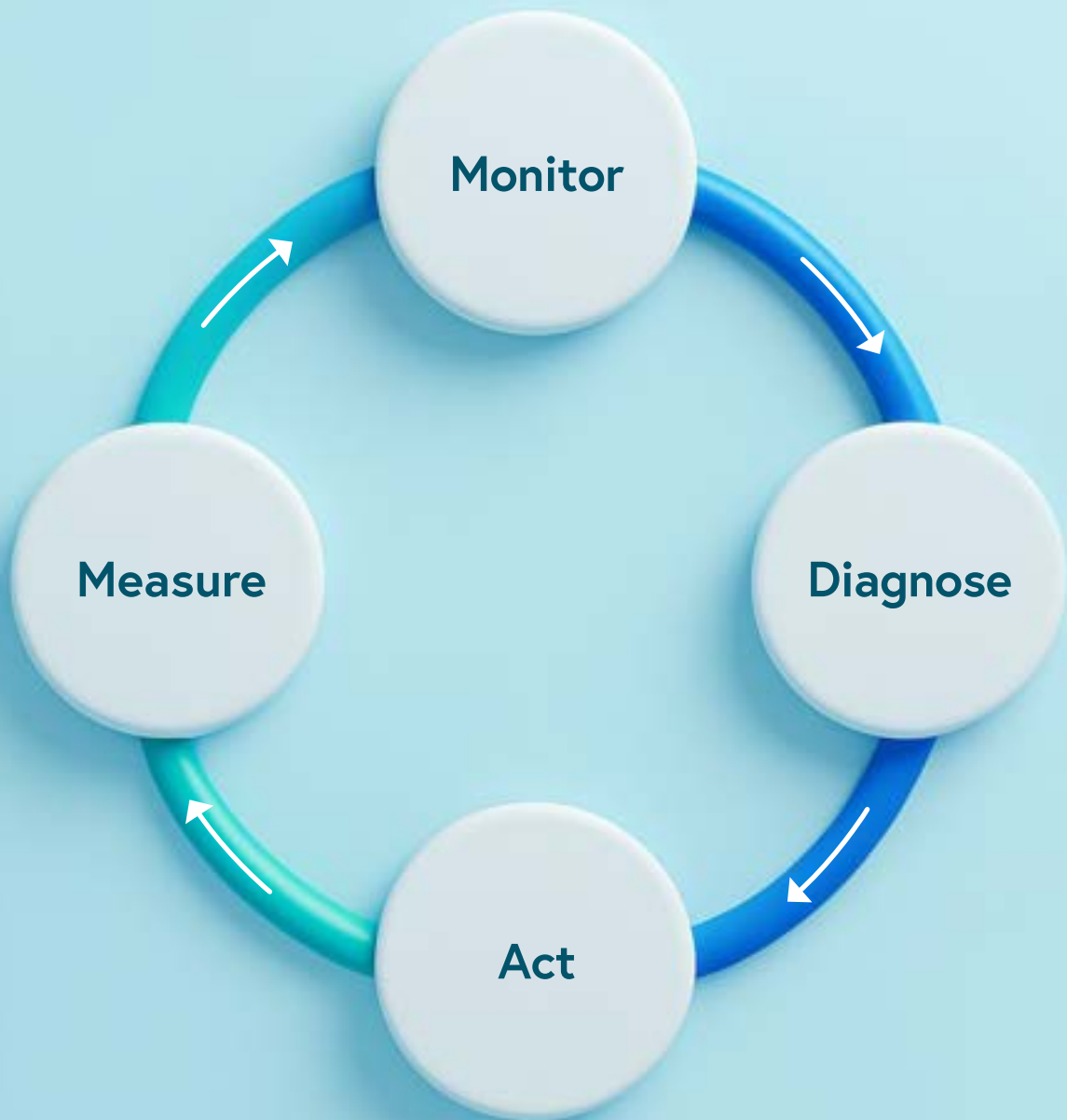
- Utilise Beyond's pricing recommendations to reflect demand signals.
- Layer on operator levers: restrictions, policies, channel prioritisation, marketing triggers.



> Measure

- Track results against ADR, pacing, and RevPAN.
- Revisit search trends weekly to spot shifts early.

Revenue management is not about reacting faster, it is about anticipating sooner. Search data give you the foresight to act at the right moment before the rest of the market.



**Weekly rhythm = foresight,
not hindsight.**



Enterprise Portfolio and Commercial Plays

From Single Listings to Portfolio Intelligence

Search data is valuable at the property level, but its power grows when applied across a portfolio. For managers overseeing dozens or hundreds of units, search signals become a radar for commercial strategy, not just pricing.

How to Use Search Data at Scale:

➤ Portfolio triage

- Sort listings by Search-to-Book Ratio.
- Properties with high ratios (lots of search, few bookings) reveal conversion leaks.
- Properties with low ratios (steady bookings, weak search) show likely under-pricing.
- Focus your team's attention where it matters most.

➤ Market prioritisation

- Compare search intensity across markets or destinations.
- Spot which areas are heating up before bookings surge.
- Reallocate marketing spend or inventory promotion to those markets early.



> Channel strategy

- If one OTA shows high search but low conversion, it may point to listing visibility or content issues.
- Optimise that channel or divert demand to direct.

> Owner and board reporting

- Use search insights as a leading indicator in performance updates.
- Instead of just reporting on lagging occupancy, show how search signals predict future revenue.
- Including search data builds confidence and credibility in your strategy with owners.

Core Takeaway



At the portfolio scale, search data is more than a pricing tool. It becomes a commercial intelligence system that guides where to focus resources, how to balance channels, and how to communicate future performance.



Search = portfolio radar.



Quick Reference Checklist

Your Weekly Search Playbook in Five Questions

Search data can feel complex, but the right questions simplify it into clear actions. Use this checklist each week to guide your decisions.

Five Questions to Ask Every Week:

- **Has search spiked compared to baseline?**
 - If yes, ask: Is this compression or a conversion leak?
- **Are bookings keeping pace with search?**
 - If not, investigate restrictions, policies, or listing health.
- **Is my Search-to-Book Ratio balanced?**
 - High = conversion leak. Low = under-pricing.
- **Does my pacing align with the market?**
 - If you are filling early without matching search demand, you are leaving money on the table.
- **Am I protecting premium dates?**
 - Strong searches for holidays/events = hold back supply and defend ADR.



Plays To Run:

- > **Spike in search, flat bookings:** Check restrictions and conversion first, don't rush to discount.
- > **Search and bookings both rising:** Take advantage of Beyond's rate lifts, tighten stays, and protect inventory.
- > **Steady bookings, low search:** Beyond's pricing will push ADR higher, while you add restrictions to preserve key dates.

Core Takeaway



Search data is not just data. It is a set of weekly questions that keep you ahead of the market, confident in the system, and clear in your actions.



Questions to ask



Plays to Run

**Run this checklist weekly,
anticipate, don't react.**



Booking = lagging

Search = leading



Anticipating Tomorrow, Not Reacting To Yesterday

Revenue management has always been built on lagging indicators. Occupancy, ADR, and RevPAN tell you where you have been, not where you are going. By the time bookings appear, the highest-value opportunities may already have passed. Search data changes the equation and can turn revenue management into an anticipatory discipline, helping you to:

- Spot demand weeks before bookings.
- Diagnose conversion issues early.
- Protect margins without relying on last-minute discounts.

Operators who build this foresight into their weekly workflow consistently outperform those who wait for the market to tell them what already happened.

Core Takeaway:

Bookings tell you yesterday, search tells you tomorrow. The winners will be the operators who manage with both.

Next Step:

If you want to see how search insights can be embedded into your portfolio workflow, schedule a Search Workflow Setup with Beyond.



The future of revenue management is anticipatory

See what's next with Beyond

